

We claim:

1. A method for assembling and marketing insurance packages including a combination of mortgage insurance and job loss insurance, comprising the steps of:

developing specifications for a mortgage insurance policy;

5 developing specifications for a job loss insurance policy to make mortgage payments during a period of unemployment of a borrower obligated on a mortgage covered by the mortgage insurance policy;

combining the mortgage insurance policy and the job loss insurance policy into a package; and

10 pricing and marketing the package.

2. The method of claim 1, wherein the step of pricing and marketing the package comprises setting a price for the package so as to be competitive with mortgage insurance products without job loss protection.

3. The method of claim 2, further comprising a step of adjusting the pricing and  
15 specifications of the package, including considering the effect of providing the job loss protection on the cost of providing the mortgage insurance.

4. The method of claim 3, wherein the step of adjusting the pricing and specifications of the package is performed based on information relating to an individual consumer.

20 5. A system for assembling and marketing insurance packages including a combination of mortgage insurance and additional insurance components, comprising:

a risk data repository for storing risk information to be used in determining the risk and cost of providing insurance packages;

an insurance data repository including information about available insurance components, the repository including information about a mortgage insurance component and additional insurance components; and

5 a risk evaluator for determining risks and costs associated with providing insurance, the risk evaluator being operative to compute overall risk and cost for a combined package and adjust parameters of the package components to optimize the risk and cost of the package.

6. The system of claim 5, further including a package terms development module for receiving desired criteria for an insurance package and developing a set of terms meeting those criteria and wherein the package terms development module passes the desired criteria to the risk  
10 evaluator and the risk evaluator produces optimized risk and cost information for a package meeting the desired criteria.

7. The system of claim 6, further comprising an operator interface module allowing submission of criteria to be used in developing insurance packages to be made available and wherein terms meeting the criteria are presented to an operator using the operator interface  
15 module.

8. The system of claim 7, further comprising a consumer interface module allowing submission by a consumer of criteria for a specific insurance package and wherein terms meeting the criteria are presented to the consumer using the consumer interface module.

9. The system of claim 8, further including a package negotiation module operative  
20 to receive an indication from a consumer to commit to coverage and to assemble and store details of the coverage package and the commitment for coverage.

10. The system of claim 9, wherein the insurance packages assembled and marketed include a combination of mortgage insurance and job loss insurance, and wherein the additional

insurance components whose information is stored in the insurance data repository include job loss components.

11. The system of claim 10, wherein the data repositories and modules are implemented in the form of software hosted on a data processing system.

5 12. The system of claim 11, wherein the data processing system is operative to receive inquiries and commands from external computers over a publicly accessible network and to transfer information to the external computers over the publicly accessible network.

13. The system of claim 12, wherein the publicly accessible network is the Internet.

14. A method of developing and marketing combined packages of insurance including  
10 mortgage insurance and job loss insurance, comprising the steps of:

collecting and storing data related to risks and costs of providing insurance;

developing and storing details of insurance components to be made available in the form of combined packages, the packages including a mortgage insurance component and a job loss insurance component; and

15 evaluating risks and costs associated with providing a package of insurance including mortgage insurance and job loss insurance, evaluation comprising evaluating each component of the package, evaluating the combined risk and cost of the package as a whole and adjusting parameters of the package to optimize the risk and cost of the package.

15. The method of claim 14, further including receiving a set of criteria for an  
20 insurance package, and computing optimized risk and cost information to develop an optimized set of cost information and package parameters for a package meeting the criteria.

16. The method of claim 15, wherein the step of receiving the set of criteria comprises receiving a set of criteria for an insurance package required by a consumer and further

comprising a step of providing the consumer with cost information and package parameters for a package meeting the criteria.

17. The method of claim 16, wherein the step of receiving a set of criteria for an insurance package includes receiving the criteria as electronic data transferred over a computer network and the step of computing optimized risk and cost information includes retrieving risk and cost information stored in an electronic database and performing electronic data processing on the criteria for the insurance package and on the risk and cost information to develop an optimized set of parameters for the insurance package.

18. The method of claim 17, wherein the step of receiving the set of criteria for an insurance package includes presenting hypertext forms for display on a customer computer and receiving a submission of information entered using the hypertext forms.

19. A software program running on a computer, operative to:  
receive and store data related to risks and costs of providing insurance;  
store details of insurance components to be made available in the form of combined packages, the packages including a mortgage insurance component and a job loss insurance component; and

evaluate risks and costs associated with providing a package of insurance including mortgage insurance and job loss insurance, evaluation comprising evaluating each component of the package, evaluating the combined risk and cost of the package as a whole and adjusting parameters of the package to optimize the risk and cost of the package.